**Health Information Week**

**Daily Email Bulletins and Tweets**

***Mon 4th July***

***Intro message: to be sent Monday morning and then the daily bulletins to be sent at lunchtime each day***

*Subject:* Health Information Week 4th-10th July

*Message:*

**Midlands and East Health Literacy Initiative: Health Information Week Campaign**

[Knowledge for Healthcare](https://hee.nhs.uk/sites/default/files/documents/Knowledge%20for%20healthcare%20-%20a%20development%20framework.pdf), published in December 2014, is the development framework for NHS Library and Knowledge Services in England 2015-2020 and sets out an ambitious vision for these services over the next five years:



Supporting Health Literacy is a key workstream in the delivery of this vision in order to enable the public, patients and carers to use the right information to improve health and wellbeing, for self-care and to support shared decision-making.

“*We live in an information rich age where often the role of healthcare professionals is to aid and clarify understanding. As a doctor, I see health literacy as key to empowering patients, carers and the public to make their own choices and decisions.”* Prof Simon Gregory, Director of Education and Quality and Postgraduate Dean

**Midlands and East Health Information Week (HIW) July 4th to 10th 2016**

[HIW](http://learning.wm.hee.nhs.uk/health-information) is a West Midlands led initiative, established since 2005, that supports the above national priorities. We are widening the promotion of this initiative across Midlands and East for the 2016 campaign.

HIW is a multi-sector approach to promote high quality health information resources and support that are available to healthcare staff, patients and the public. A [diary of events](http://learning.wm.hee.nhs.uk/HIWevents) is available for the week across a broad range of organisations, including NHS library and knowledge services, public libraries, public health and charities.

We are distributing daily emails and tweets for the campaign week and we would appreciate your support by forwarding these messages when you receive them.

Follow [@NHS\_HealthEdEng](https://twitter.com/NHS_HealthEdEng) and @K4H\_PPI on Twitter and use hashtags: #HIW2016 #HEELKS

***Mon 4th July***

*Subject:* Health Information Week 4th-10th July

*Message:*

 “What is Health Information Week and how do I get involved?”

Today, we encourage you find out more about [Health Information Week](http://learning.wm.hee.nhs.uk/health-information) and to look at the [diary of events and displays](http://learning.wm.hee.nhs.uk/HIWevents) that you can visit this week. Historically, HIW has been a West Midlands-wide initiative and therefore most of the events this year are in this area but if there isn’t anything listed near you, please ask at your local public or health library and they will be happy to show you the extensive health information resources they have available to support the health information needs of patients and the public.

This week, we ask you to start the conversation with other health information providers in your area so that you can improve access to health information and information literacy for patients and public in your area.

Next year HIW will be July 3rd-9th 2017 – get it in your diary now! You may be inspired to take part in next year’s Health Information Week perhaps? You can find [ideas for holding an event and resources you can order](http://learning.wm.hee.nhs.uk/health-information). Please contact sarah.greening@wm.hee.nhs.uk if you are planning to participate.

[*Health Information Week*](http://learning.wm.hee.nhs.uk/health-information) *is an annual event developed by Health Education England’s Library and Knowledge Services to support patients and the public with their health information needs.* #HIW2016

*Tweet:*

Find out more about Health Information Week 4-10 July at: <http://learning.wm.hee.nhs.uk/health-information> #HIW2016 #HEELKS

***Tue 5th July***

*Subject:* Health Information Week 4th-10th July

*Message:*

“I want to help people find the right health information but I need ideas and suggestions to point me in the right direction”

As part of Health Education England’s Knowledge for Healthcare programme, the Patients and Public Information Working Group has provided [guidance for staff](http://kfh.libraryservices.nhs.uk/patient-and-public-information/) to improve their provision of health information to patients and the public. This guidance is primarily aimed at health librarians and knowledge specialists, but the [Ideas Bank](http://kfh.libraryservices.nhs.uk/wp-content/uploads/2016/03/Ideas-Bank.pdf) and [Useful links](http://kfh.libraryservices.nhs.uk/patient-and-public-information/useful-links/) pages have many ideas suitable for all staff who would like to be more involved in improving health literacy.

Find out more about [HEE Knowledge for Healthcare](https://hee.nhs.uk/sites/default/files/documents/Knowledge%20for%20healthcare%20-%20a%20development%20framework.pdf):



[*Health Information Week*](http://learning.wm.hee.nhs.uk/health-information) *is an annual event developed by Health Education England’s Library and Knowledge Services to support patients and the public with their health information needs.* #HIW2016

*Tweet:*

Use the Ideas Bank to help provide health information to public and patients at:<http://kfh.libraryservices.nhs.uk/patient-and-public-information/> #HIW2016 #HEELKS

***Wed 6th July***

*Subject:* Health Information Week 4th-10th July

*Message:*

 “I know that reading has been shown to improve health and wellbeing but in England, 42% of working-age adults (aged 16-65) are unable to understand or make use of everyday health information. How can I help people improve their literacy and health?”

[Reading Well Books on Prescription](https://readingagency.org.uk/adults/quick-guides/reading-well/) – can help you to understand and manage your health and wellbeing using self-help reading. It is endorsed by health professionals and supported by public libraries.

Books can be recommended by GPs or other health professionals from the relevant Reading Well Books on Prescription reading list. People can also self-refer to the scheme and use it without a professional recommendation. All the books are available in almost all English public libraries and many NHS libraries where they can be borrowed free of charge. The tried and tested books have been recommended by experts and found to be beneficial.

If you are a health professional or librarian, see [resources for running BoP](https://readingagency.org.uk/adults/practitioners-guides/reading-well-resources.html). There is [evidence](https://readingagency.org.uk/adults/impact/research/reading-well-books-on-prescription-scheme-evidence-base.html) from the National Institute of Clinical Excellence (NICE) that self-help reading can help people with common mental health conditions, such as anxiety and depression.

## [Mood-boosting Books:](https://readingagency.org.uk/adults/news/new-reading-well-mood-boosting-books-list.html) This scheme is a national promotion of uplifting novels, non-fiction and poetry selected by readers.

We know how important reading for pleasure is and the positive difference it makes to our lives. [Reading Groups for Everyone](http://readinggroups.org/) celebrates reading groups across the UK and is run by the book loving team at national literacy charity [The Reading Agency](https://readingagency.org.uk/). Reading groups are a great way to make friends, feel connected and empowered and try books you’d never have come across otherwise. Read more about the impact of reading for pleasure in this [report](https://readingagency.org.uk/news/blog/why-is-reading-for-pleasure-important.html).

[*Health Information Week*](http://learning.wm.hee.nhs.uk/health-information) *is an annual event developed by Health Education England’s Library and Knowledge Services to support patients and the public with their health information needs.* #HIW2016

*Tweet:*

Discover the power of reading for improved health and wellbeing: <https://readingagency.org.uk/adults/quick-guides/reading-well/> #HIW2016 #HEELKS

***Thurs 7th July***

*Subject:* Health Information Week 4th-10th July

*Message:*

“I would like to know when Awareness days/weeks/months are so I can raise awareness in my organisation”

We have produced the [Health Awareness Events Calendar](http://learning.wm.hee.nhs.uk/events) since 2006. On the calendar you will find all of the main health awareness campaign dates. Each Event has a link to a website where you can get promotional materials for doing your own displays in your place of work.

For example:

[Stoptober](http://www.nhs.uk/smokefree) in October every year

[Self Care Week](http://www.selfcareforum.org/events/self-care-week/) on 14th-20th November 2016

Take a look [online](http://learning.wm.hee.nhs.uk/events) and you may want to hold a display and promote resources for certain awareness events.

If you would like to subscribe to a monthly newsletter aimed a health information providers, please send your details to sarah.greening@wm.hee.nhs.uk with the subject: Subscribe

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*Tweet:*

Find Awareness days/weeks/months on the Health Awareness Events Calendar http://learning.wm.hee.nhs.uk/events #HIW2016 #HEELKS

***Fri 8th July***

*Subject:* Health Information Week 4th-10th July

*Message:*

“How do I learn how to ‘Make Every Contact Count’?”

**Making Every Contact Count** is an evidence based approach which aims to improve lifestyles and reduce health inequalities.  Making Every Contact Count (MECC) uses the millions of day-to-day interactions that organisations and people have with other people to support them in making positive changes to their physical and mental health and wellbeing. It encourages empowering healthier lifestyle choices and enables individuals to engage in conversations about their health at scale across organisations and populations; exploring the wider social determinants that influence all of our health.

[This website](https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources) provides resources and information to support organisations and individuals implementing MECC using a range of behaviour change methodologies to make their contact count. The website is aimed at:

* Everyone who comes into contact with members of the public and has the opportunity to have a conversation to improve health.
* Service providers and organisations that have implemented or are considering implementing MECC.

If you are looking for information, advice and tips on giving up smoking, drinking less alcohol or generally improving your personal health, please visit the [NHS Choices](http://www.nhs.uk/)  and [One You](http://www.nhs.uk/oneyou) sites which have a wide range of resources to help you lead a healthier lifestyle. You may also be interested in the NHE Employers [emotional wellbeing resource](http://www.nhsemployers.org/your-workforce/retain-and-improve/staff-experience/health-work-and-wellbeing/protecting-staff-and-preventing-ill-health/taking-a-targeted-approach/how-are-you-feeling-nhs-toolkit) for individuals and [All OUR Health](https://www.gov.uk/government/publications/all-our-health-about-the-framework).

For access to the MECC e-learning, go here:

<http://www.e-lfh.org.uk/programmes/wm-making-every-contact-count/>

 For local authority staff, a less NHS-focused version of the e-tool is here: <http://warwickshire.learningpool.com/course/search.php?search=mecc>

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*Tweet:*

**Making Every Contact Count** aims to improve lifestyles and reduce health inequalities: <https://www.gov.uk/government/publications/making-every-contact-count-mecc-practical-resources> #HIW2016 #HEELKS

***Sat 9th July***

*Tweet:*

Next year HIW will be July 3rd-9th 2017 – get it in your diary now! <http://learning.wm.hee.nhs.uk/health-information> #HIW2016 #HEELKS